



# BUDGET GUIDE

*Checklist video production requests*



## Dear reader,

Thank you for downloading our Whitepaper.

Our goal is to provide a guide, which can help you to get a feeling for the production of

a professional video and how much the investment of video might be. In this Whitepaper we also provide a list of questions, which you should go through even before you get in touch with a production company. In addition to that we created three cases studies based on our current clients to showcase the investments of a professional video, which will help you understand the cost structure.

If you have more questions, or you are interested in our services please do not hesitate to get in touch with us today. Book a free consultation call with one of our creative minds now.

Kind regards,

Maikel Stams

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# Budget guide for video production requests

The first question we are usually asked when we receive new inquiries is: How much does a video cost? It's impossible to answer this question straight away. The investment for a professional video varies greatly and depends on countless factors. Do you want to be well prepared and provide a good briefing to a video production company? Then think about the factors listed below.

On pages 4, 5 and 6 you will find 3 different case studies with investment structures.

## General questions

- What is the purpose of the video?
- Who is your target audience?
- What is the message of the video?
- What story do you want to tell?

## Production

- Who will write the script?
- Who will write any voice-over text?
- What do you want to show? Do you need 1 or more locations for this?
- Are we filming at company locations? Or Do we need to rent an external location?
- Are permits required for certain locations? Who will organize this?
- Do you have any examples of what you like?
- How do you want the look and feel of the video to be?
- Do we need sets or props for these locations?
- Will actors be needed?

## Editing and Distribution

- Do you want 1 main video? Several videos? Short variants and clips for social media?
- What length of video(s) do you have in mind?
- Do we need a voice-over?
- Would you like to include 2D or 3D animations in the video?
- Is there already a (video) house style?
- Should the video be subtitled?
- What is the desired editing style (calm, dynamic, visually stimulating, etc.)?
- Where would you like to publish the video?
- What is the rough schedule? In other words: When are the deadlines?



# Case study 1 | Header video

Company of Gifts is the specialist for Christmas gifts in the Netherlands. In the summer of 2023, we already shot a high-quality image film for this company, which was to be used as a header video at the end of 2023 to show the Christmas basket wrapping process.

This assignment is a good example of a low-threshold production. A short preparation, short shooting day and short turnaround time.

- Preparation (approx. 200€)

Telephone coordination about date, location and requirements - Creation of a shot list

- Production (approx. 500€)

Half day of shooting - Own location, therefore no rental costs - 1 cameraman - Professional camera, drone shots - Own employees in the picture, therefore no model costs

- Editing (approx. 500€)

Half-day editing - 1 music license - Integration of existing logo animations into the video - 2 feedback rounds - Backup and archiving

NUMBER OF CONTENTS:

- 1 professional header video / process video

BUDGET RANGE:

1,000 € - 1,500 € - (excluding VAT)



# Case study 2 | Content package

Fuelyourbody's delicious sports meals deserved a strong commercial and YouTube pre-roll ad highlighting the convenience and great taste of the sports meals.

For this job, we worked with a 2-man crew, a remote location and models. We provided a script, dynamic edit and created a logo animation.

- Preparation (approx. 500€)

Kick-off / brainstorming - creation of the production plan, incl. script and shot list.

- Production (approx. 1.500€)

Complete shooting day - External location, i.e. rental costs - 1 director - 1 cameraman - professional camera set, additional light and fog machine - models

- Assembly (approx. 1.800€)

Two days of editing - Dynamic editing - 2 music licenses - voice overs - logo animation designs - 2 feedback rounds - backup and archiving

AMOUNT OF CONTENT:

- 1 commercial - 1 YouTube pre-roll ad

BUDGET RANGE:

3.500 € - 4.000 € - (excluding VAT)



# Case study 3 | High-end production

Beeldsterk produced, among other things, a high-end commercial for the Ploemen Automotive Group that reflects the unique story of this family business. In addition to the commercial, we also produced several social media short films.

For this assignment, we worked with a crew of 5 (including photographer) and models. We created a comprehensive production plan and worked with our highest quality equipment.

- Preparation (approx. 1.500€)

Kick-off / Brainstorming - Comprehensive production plan, including mood board, shot list and script.

- Production (approx. 4.500€)

Three full days of shooting - 1 director - 1 cameraman - 1 gaffer (lighting technician) - 1 assistant 1 photographer - cinema camera set - extensive lighting and fog machine set - models

- Assembly (approx. 3.700€)

Four days of editing - 5+ music licenses - voice overs - logo animation designs - 2 feedback rounds - Backup and archiving - Photo editing

AMOUNT OF CONTENT:

- 1 high-quality commercial - 9 short films for social media - more than 50 photos

BUDGET:

9.500€ - 10.000€ - (excluding VAT)



# Thank you for your interest!

Thank you again for your interest in our Whitepaper!

We are happy to help you create great campaigns that will help you achieve your goals.

If you have any further question, or you are interested in our services please do not hesitate to contact us.

Yours sincerely,



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